

## PERSONAL BIO- DATA

### Professor Dr. Mohammad Falahat

University Designation:	Asia Pacific University of Technology & Innovation (APU) Professor, Director of Strategic Research Institute (SRI)
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Scopus Profile:	<b><a href="https://www.scopus.com/authid/detail.uri?authorId=56940968000">https://www.scopus.com/authid/detail.uri?authorId=56940968000</a></b>
Web of Science Researcher ID	<b><a href="https://www.webofscience.com/wos/author/record/1417857N-6650-2015">https://www.webofscience.com/wos/author/record/1417857N-6650-2015</a></b>



### AREAS OF SPECIALIZATION

SME Internationalization, International Entrepreneurship, Firm Performance, Sustainability, Born Globals, SMEs Export, Expert in Research Analytics and Data Analysis with Structural Equation Modelling (SEM) using Partial Least Square (PLS)

### HONORS & AWARDS

- ✓ **Asian Research Excellence Award (2025)** – ERA Asian Research Excellence Awards, 2025  
*Recognized for outstanding contributions to research excellence, innovation, and impactful scholarly work across Asia, particularly in advancing sustainable and forward-looking research aligned with global development goals.*

Link to the news:

<https://apuedu.my/index.php/news/apu-researchers-and-students-shine-era-asian-research-excellence-awards-2025>

- ✓ **National Outstanding Researcher Award (2025)** – Private Education Excellence Awards, 2025  
*Recognized for outstanding contributions to research excellence and impact in Malaysia's higher education sector.*

Link to the news:

[https://www.linkedin.com/posts/falahat\\_educoop-emeraldpublishing-gratitude-activity-7353447292684709888-vfgb?utm\\_source=share&utm\\_medium=member\\_desktop&rcm=ACoAABiw1C4Bmw\\_CviSocQkD288Trqv6DfQxWFI](https://www.linkedin.com/posts/falahat_educoop-emeraldpublishing-gratitude-activity-7353447292684709888-vfgb?utm_source=share&utm_medium=member_desktop&rcm=ACoAABiw1C4Bmw_CviSocQkD288Trqv6DfQxWFI)

- ✓ **APU named Malaysia's Best University for AI Excellence (2025)** – Contributed as Director of the Strategic Research Institute to strengthening APU's research ecosystem and AI-driven initiatives.
- ✓ **Gold Medalist** for Doctorate Business Administration (DBA), Graduate School of Business (GSB), Universiti Sains Malaysia (USM), 2013.

Link to the news:

<https://www.thestar.com.my/news/education/2013/12/08/lecturer-bags-gold-for-dba>

<https://news.utar.edu.my/awards/2013/30/30.html>

- ✓ **Received a prestigious award certificate for policy development post COVID-19 from Malaysian's former Prime Minister on the 7th of February 2022.** Masa Policy Development Programme (MPDP) Research Grant out of the 134 research proposals submitted by researchers and academicians from 21 local and private universities and institutions in seven focus areas of strategies as outlined under the on-going National Recovery Plan (NRP).

Link to the news:

<https://www.thestar.com.my/news/education/2022/03/06/masa-grant-for-utar-academics>

<https://news.utar.edu.my/awards/2022/Feb/09/01/01.html>

- ✓ **Mentor**, team of four (4) students from UTAR shortlisted as the Top 10 of Global Final in the Alibaba GDT Global Challenge 2021 on 7 December 2021. Team Quadrifoglio was among over 2,000 teams from 12 countries, namely China, Colombia, France, Indonesia, Kazakhstan, Malaysia, Mongolia, Philippines, South Korea, Thailand, the United Kingdom and the United States.

(Link to the news:

[https://news.utar.edu.my/awards/2021/Dec/20/01/01.html?fbclid=IwAR0\\_GRXYstpsdVEpUzr8qeBuyLiXg3xloRMsyfuXWfWk6ndbsT4H0XiNJsM](https://news.utar.edu.my/awards/2021/Dec/20/01/01.html?fbclid=IwAR0_GRXYstpsdVEpUzr8qeBuyLiXg3xloRMsyfuXWfWk6ndbsT4H0XiNJsM)

- ✓ **Teaching Excellence Award**, Score of 4.68 out of 5 in Online Student Survey for Oct 2022 Trimester, Entrepreneurship Subject.
- ✓ **Teaching Excellence Award**, Score of 4.8 out of 5 in Online Student Survey for May 2021 Trimester, Entrepreneurship Subject.
- ✓ **Teaching Excellence Award**, Score of 4.7 out of 5 in Online Student Survey for Oct 2018 Trimester, International Business Subject.
- ✓ **UTAR Teaching Excellence Award**, Awarding from UTAR President, 2016. Received Trophy, Certificate and Cash.
- ✓ **Teaching Excellence Award**, Score of 4.62 out of 5 in Online Student Survey for Jan 2016 Trimester, Entrepreneurship Subject.
- ✓ **Teaching Excellence Award**, Score of 5 out of 5 in Online Student Survey for Oct 2013 Trimester, Principle to International Business Subject
- ✓ **Teaching Excellence Award**, Score of 4.67 out of 5 in Online Student Survey for Oct 2013 Trimester, Project Management Subject.

**ACADEMIC QUALIFICATION**

- ✓ **Doctor of Business Administration (DBA)** in International Entrepreneurship, Universiti Sains Malaysia (USM) – 1<sup>st</sup> November 2008 – 13<sup>th</sup> April 2013,  
**CGPA:3.54**      **#=146 in QS World University Rankings 2025**
- ✓ **Degree assessed as equivalent to a USA Doctorate's degree and Canadian Doctorate's degree as per WES (World Education Services)**  
<https://badges.wes.org/Evidence?i=ec91f402-1fa6-4d72-a952-c70f322af7ce&type=ca>
- ✓ **Master of Business Administration (MBA)** in Information Technology Management, Multimedia University (MMU) – 14<sup>th</sup> March 2005 – 28<sup>th</sup> June 2007.  
**CGPA: 3.63**      **#1001-1200 in QS World University Rankings 2025**
- ✓ **Bachelor of Science (BSc) in Computer Software Engineering**, Sharif University of Technology (Kish University Campus) – 23 September 1999 – 16<sup>th</sup> July 2003,  
**CGPA: 14.07/20**      **#=342 in QS World University Rankings 2025**



**TITLE OF DOCTORATE'S DISSERTATION AND MASTER'S THESIS**

Title of Doctorate's Dissertation:  
**Born Globals among the Malaysian SMEs: Mediating Effect of Marketing Competencies on Foreign Market Performance**  
*(GPA Grade A: Received Gold Medal from USM as top doctorate student)*

Title of Master's Thesis:  
**Role and Effectiveness of WIKI Technology to Support Knowledge Management in the Academic Environment**  
*(GPA Grade A)*

**ACADEMIC EXPERIENCE**

- ✓ **Asia Pacific University of Technology & Innovation (APU), Director, Strategic Research Institute – 1st July. 2024 – Current**
- ✓ **Asia Pacific University of Technology & Innovation (APU), Professor, 15<sup>th</sup> May. 2023 – Current**
- ✓ **Universiti Tunku Abdul Rahman (UTAR), Adjunct Professor, 1<sup>st</sup> Jan. 2023 - Current**
- ✓ **Universiti Tunku Abdul Rahman (UTAR), Adjunct Associate Professor, 1<sup>st</sup> Apr. 2023 - 31<sup>st</sup> Dec. 2023**
- ✓ **Universiti Tunku Abdul Rahman (UTAR), Associate Professor, 1<sup>st</sup> Apr. 2021 - 1<sup>st</sup> Apr. 2023**
- ✓ **Universiti Tunku Abdul Rahman (UTAR), Assistant Professor, 1<sup>st</sup> Apr. 2013 – 31<sup>st</sup> Mar. 2021**
- ✓ **City University (formerly known as Unity), Head of Entrepreneurship Department, 1<sup>st</sup> Jan. 2008 – 31<sup>st</sup> Jun. 2008**
- ✓ **Asia Pacific University of Technology & Innovation (APU), Part time lecturer, 1<sup>st</sup> Aug. 2007 – 31<sup>st</sup> Jan. 2011**

**INDUSTRIAL EXPERIENCE**

- ✓ **Director, Drywall Collection Sdn Bhd, Malaysia, 1<sup>st</sup> Jul. 2008 – 31<sup>st</sup> Mar. 2013**
- ✓ **CEO, Efficient Edge (M) Sdn Bhd, Malaysia, 1<sup>st</sup> May 2007 – 31<sup>st</sup> Dec. 2012**
- ✓ **Business Development Manager, Ofogh Sanat Company, 1<sup>st</sup> Jan. 2003 – 30<sup>th</sup> Apr. 2007**

**ADMINISTRATIVE POSITION AT UNIVESITY**

- ✓ **Head of Subgroup of Entrepreneurship / Commercialisation/Monetisation of Asset to develop UTAR's 10-Year Strategic Plan (year 2023-2032).**
- ✓ **Sub-Committee member of the Strategic Monitoring and Risk Management Committee, to review and evaluate UTAR's 10-Year Strategic Plan (year 2013-2022) as well as to develop and review Risk Management Framework.**
- ✓ **Mentor for the group of UTARian students who made it to the top 10 in the world for Global Final in the Alibaba GDT Global Challenge 2021. 7<sup>th</sup> Dec. 2021**
- ✓ **Chairperson (Centre for Sustainable Development and Corporate Social Responsibility in Business), 1<sup>st</sup> April 2013- Dec 2020**
- ✓ **Chairperson (Centre for Entrepreneurial Sustainability), 1<sup>st</sup> Jan. 2021 – 1<sup>st</sup> Apr. 2023**
- ✓ **Expert Panel Chairperson for UTAR Entrepreneurship Development 1<sup>st</sup> Jan. 2019 – 1<sup>st</sup> Apr. 2023**

**SERVICES TO THE COMMUNITY/SOCIETY/NATION**

- ✓ **Chairman of the Committee for Joint Management Corporation (JMC), The Park Sky Residence & The Park Signature Shop Offices at Pavilion Bukit Jalil, August 2021 – Current**
- ✓ **Member of the committee for the Joint Management Body (JMB), Savanna 1&2 condominium, Bukit Jalil, December 2019- December 2021**
- ✓ **Guest Editor, Special Issue "Emerging Market Firm Internationalization", Sustainability. Indexed in Web of Science (SSCI- Impact Factor 3.89, Scopus).**

**PUBLICATIONS**

No	Description of Paper	Name of Publisher, ISSN	Database in which Journal is listed	Link to the paper /DOI Number
1	Amoozegar, A., Hassan, B. M., Falahat, M., Ikram, M., Abdel Rahman Mohamed Ismaeil, A., & N Krishnasamy, H.(2025), An Examination of the Role of Big Five Personality Traits on Employee Creativity in Sudanese Public Universities: A Gender-Based Approach. Frontiers	Frontiers Media ISSN: 1664-1078	Scopus – Q1	<a href="https://doi.org/10.3389/fpsyg.2025.1556637">https://doi.org/10.3389/fpsyg.2025.1556637</a>

	in Psychology, 16, 1556637.		
2	Mohammadkazemi, R., & Falahat, M. (2024). Leveraging social media for business development: an empirical analysis of fan loyalty and fan expansion. <i>Cogent Business &amp; Management</i> , 11(1), 2393739.	Taylor & Francis ISSN: 2331-1975	Scopus – Q2 <a href="https://doi.org/10.1080/23311975.2024.2393739">https://doi.org/10.1080/23311975.2024.2393739</a>
3	Lu, J., Falahat, M., Choong, Y. O., & Cheah, P. K. (2024). From servant leadership to organizational citizenship behavior: A theoretically grounded moderated mediation framework for Chinese private enterprises. <i>Humanities and Social Sciences Communications</i> , 11(1), 1-13.	Springer Nature ISSN 2662-9992	Scopus – Q1 <a href="https://doi.org/10.1057/s41599-024-03751-6">https://doi.org/10.1057/s41599-024-03751-6</a>
4	Raman, M., Nair, S., Sandhu, M. S., & Falahat, M. (2024). Co-evolutionary dynamics and heterogeneity in corporate social responsibility: A case study on multinational corporation subsidiaries. <i>Journal of Open Innovation: Technology, Market, and Complexity</i> , 10(3), 100332.	ScienceDirect ISSN 2199-8531	Scopus – Q1 <a href="https://doi.org/10.1016/j.joitmc.2024.100332">https://doi.org/10.1016/j.joitmc.2024.100332</a>
5	Hammouch, H., Falahat, M., & Najmi, H. (2024). Impact of management control on the organizational performance. <i>Journal of Infrastructure, Policy and Development</i> , 8(8).	EnPress ISSN: 2572-7931	Scopus – Q2 <a href="https://doi.org/10.24294/jipd.v8i8.6910">https://doi.org/10.24294/jipd.v8i8.6910</a>
6	Margono, H., Saud, M., & Falahat, M. (2024). Virtual tutor, digital natives and AI: Analyzing the impact of ChatGPT on academia in Indonesia. <i>Social Sciences &amp; Humanities Open</i> , 10, 101069.	Elsevier Ltd ISSN: 2590-2911	Scopus – Q1 <a href="https://doi.org/10.1016/j.ssaho.2024.101069">https://doi.org/10.1016/j.ssaho.2024.101069</a>
7	Falahat, M., Chong, S. C., & Liew, C. (2024). Navigating new product development: Uncovering factors and overcoming challenges for success. <i>Heliyon</i> , 10(1).	Elsevier, ISSN: 24058440	Scopus – Q1 <a href="https://doi.org/10.1016/j.heliyon.2023.e23763">https://doi.org/10.1016/j.heliyon.2023.e23763</a>
8	Falahat, M., Che Senik, Z., Lee, Y. Y., & Migin, M. W. (2023). The impact of ecosystem on the speedy internationalisation of born global firms in emerging markets. <i>European Journal of International Management</i> , 21(3), pp 509-538	Inderscience ISSN: 1751-6757	WOS-Q2 Social Sciences Citation Index (SSCI: 1.8) Scopus – Q2 <a href="https://doi.org/10.1504/EJIM.2023.133935">https://doi.org/10.1504/EJIM.2023.133935</a>
9	Chin, M. Y., Foo, L. P., & Falahat, M., (2023). Digital Free Trade Zone in Facilitating Small Medium Enterprises for Globalisation: A Perspective from Malaysia SMEs, <i>Business and Economic Research</i> , 13(2), 40-52.	Macrothink Institute ISSN 2162-4860	Excellence in Research for Australia (ERA) <a href="https://doi.org/10.5296/ber.v13i2.20835">https://doi.org/10.5296/ber.v13i2.20835</a>
10	Lu, J., Cheah, P. K., & Falahat, M. (2023). A Conceptual Model for Servant Leadership and Organizational Citizenship Behavior. <i>Digitalisation: Opportunities and Challenges for Business: Volume 1</i> (pp. 299-308). Cham: Springer International Publishing.	Springer, ISSN: 2367-3370	Book Chapter <a href="https://doi.org/10.1007/978-3-031-26953-0_29">https://doi.org/10.1007/978-3-031-26953-0_29</a>
11	Falahat, M, Cheah, P.K, Jayabalan, J, Lee, C.M.J, Kai, S.B (2022). Big Data Analytics Capability Ecosystem Model for SMEs, <i>Sustainability</i> , 15 (1), 360-383.	Sustainability, MDPI ISSN: 2071-1050	WOS-Q2 Social Sciences Citation Index (SSCI: 3.889) Scopus - Q1 <a href="https://doi.org/10.3390/su15010360">https://doi.org/10.3390/su15010360</a>
12	Falahat, M., Che Senik, Z., Lee, Y-Y & Migin, M. (2022 in press). The impact of ecosystem on the speedy internationalisation of born global firms in emerging markets. <i>European J. of International Management</i> .	Inderscience ISSN: 1751-6765	WOS-Q2 Social Sciences Citation Index (SSCI: 2.14) Scopus - Q1 <a href="https://doi.org/10.1504/EJIM.2020.10025900">https://doi.org/10.1504/EJIM.2020.10025900</a>
13	Falahat, M., Ling, T. J., & Thurasamy, R. (2022). The impact of psychological characteristics and COVID-19 on entrepreneurial intention in Malaysia. <i>Journal for Global Business Advancement</i> , 14(5), 662-683.	Inderscience ISSN: 1746-966X	Scopus (Elsevier) <a href="https://doi.org/10.1504/JGBA.2021.123557">https://doi.org/10.1504/JGBA.2021.123557</a>

14	Ramayah, T., Falahat, M., & Soto-Acosta, P. (2022). Effects of corporate social responsibility on employee commitment and corporate reputation: Evidence from a transitional economy. <i>Corporate Social Responsibility and Environmental Management</i> .	John Wiley & Sons ISSN:1535-3966	WOS-Q1 Social Sciences Citation Index (SSCI: 8.464) <a href="https://doi.org/10.1002/csr.2297">https://doi.org/10.1002/csr.2297</a>
15	Moen, Ø., Falahat, M., & Lee, Y. Y. (2022). Are born global firms really a “new breed” of exporters? Empirical evidence from an emerging market. <i>Journal of International Entrepreneurship</i> , 20(1), 157-193.	Springer, ISSN: 1570-7385	WOS-Q2 Emerging Sources Citation Index <a href="https://doi.org/10.1007/s10843-022-00307-0">https://doi.org/10.1007/s10843-022-00307-0</a>
16	Lee, Y. Y., Falahat, M., & Sia, B. K. (2022). Digitalisation and internationalisation of SMEs in emerging markets. <i>International Journal of Entrepreneurship and Small Business</i> , 45(3), 334-354.	Inderscience ISSN: 1476-1297	Scopus (Elsevier) <a href="https://doi.org/10.1504/IJESB.2022.122024">https://doi.org/10.1504/IJESB.2022.122024</a>
17	Falahat, M., & Soto-Acosta, P. (2021). Entrepreneurial, market, learning and networking orientations as determinants of business capability and international performance: The contingent role of government support. <i>International Entrepreneurship and Management Journal</i> , 17, 1759–1780	Springer, ISSN:1554-7191	WOS-Q2 Social Sciences Citation Index (SSCI: 6.150) Scopus -Q1 <a href="https://doi.org/10.1007/s11365-020-00738-y">https://doi.org/10.1007/s11365-020-00738-y</a>
18	Falahat, M., Soto-Acosta, P., & Ramayah, T. (2021). Analysing the importance of international knowledge, orientation, networking and commitment as entrepreneurial culture and market orientation in gaining competitive advantage and international performance. <i>International Marketing Review</i> .	Emerald Publishing ISSN: 0265-1335	Social Sciences Citation Index (SSCI:5.77) Scopus – (Q1: Impact Factor 7.2) <a href="https://www.emerald.com/insight/content/doi/10.1108/IMR-02-2021-0053/full/html">https://www.emerald.com/insight/content/doi/10.1108/IMR-02-2021-0053/full/html</a>
19	Mata, M. N., Falahat, M., Correia, A. B., & Rita, J. X. (2021). Impact of institutional support on export performance. <i>Economies</i> , 9(3), 101.	MDPI journals ISSN: 2227-7099	Emerging Sources Citation Index (Web of Science) – Q2 Scopus – Q2 <a href="https://doi.org/10.3390/economies9030101">https://doi.org/10.3390/economies9030101</a>
20	Sia, B. C., Fernandez, A. A., Chong, S. C., Falahat, M., & Sia, B. K. (2021). A Case Study on Ranhill Water Services And Syarikat Air Negeri Sembilan in Combating The Non-Revenue Water Problem In Johor And Negeri Sembilan. <i>Journal Of Governance and Development</i> , 17(1).	UUM PRESS ISSN: 2289-4756	Indexed by MyJurnal
21	Falahat, M., Ramayah, T., Soto-Acosta, P., & Lee, Y. Y. (2020). SMEs internationalization: The role of product innovation, market intelligence, pricing and marketing communication capabilities as drivers of SMEs’ international performance. <i>Technological Forecasting and Social Change</i> , 152, 119908.	Elsevier ISSN:0040-1625	WOS-Q1 Social Sciences Citation Index (SSCI: 5.84) Scopus – Q1 <a href="https://doi.org/10.1016/j.techfore.2020.119908">https://doi.org/10.1016/j.techfore.2020.119908</a>
22	Falahat, M., Lee, Y. Y., Ramayah, T., & Soto-Acosta, P. (2020). Modelling the effects of institutional support and international knowledge on competitive capabilities and international performance: Evidence from an emerging economy. <i>Journal of International Management</i> , 26(4), 100779.	Elsevier, ISSN:1075-4253	WOS-Q1 Social Sciences Citation Index (SSCI: 3.82) Scopus -Q1 <a href="https://doi.org/10.1016/j.intman.2020.100779">https://doi.org/10.1016/j.intman.2020.100779</a>
23	Lee, Y. Y., Falahat, M., & Sia, B. K. (2020). Drivers of digital adoption: a multiple case analysis among low and high-tech industries in Malaysia. <i>Asia-Pacific Journal of Business Administration</i> .	Emerald Publishing ISSN: 1757-4323	Australian Business Deans Council (ABDC) Emerging Sources Citation Index (Web of Science) – Q3 Scopus - Q2 <a href="https://doi.org/10.1108/APJBA-05-2019-0093">https://doi.org/10.1108/APJBA-05-2019-0093</a>
24	Falahat, M., Lee, Y. Y., Senik, Z. C., & Chong, S. C. (2020). Effects of strategic orientations on early internationalising SMEs from an emerging market. <i>Journal for Global Business Advancement</i> , 13(4), 488-513.	Inderscience ISSN: 1746-966X	Scopus (Elsevier) <a href="https://doi.org/10.1504/JGBA.2020.112387">https://doi.org/10.1504/JGBA.2020.112387</a>
25	Lee, Y. Yin, & Falahat, M. (2019). The Impact of Digitalization and Resources on Gaining Competitive Advantage in International Markets: Mediating Role of Marketing, Innovation and Learning Capabilities. <i>Technology Innovation Management Review</i> , 9(11): 26-39.	Talent First Network (Carleton University) ISSN:1927-0321	Scopus Q2: Impact factor 3.3 <a href="http://doi.org/10.22215/timreview/1281">http://doi.org/10.22215/timreview/1281</a>

26	Chong, S. C., Falahat, M., & Lee, Y. S. (2020). Emotional Intelligence and Job Performance of Academicians in Malaysia. <i>International Journal of Higher Education</i> , 9(1), 69-80.	SCIEDU PRESS ISSN-1927-6044	Excellence in Research for Australia (ERA) ProQuest Scopus <a href="https://doi.org/10.5430/ijhe.v9n1p69">https://doi.org/10.5430/ijhe.v9n1p69</a>
27	Falahat, M., Gee, S.K., and Liew, C.M. (2019). A model for turnover intention: Banking industry in Malaysia. <i>Asian Academy of Management Journal</i> , 24(Supp. 2), 79–91.	Asian Academy of Management & Penerbit Universiti Sains Malaysia ISSN: 2180-4184	Emerging Sources Citation Index (Web of Science) – Q4 Scopus – Q3 <a href="https://doi.org/10.21315/aamj2019.24.s2.6">https://doi.org/10.21315/aamj2019.24.s2.6</a>
28	Lee, Y. Yin, & Falahat, M. 2019. The Impact of Digitalization and Resources on Gaining Competitive Advantage in International Markets: Mediating Role of Marketing, Innovation and Learning Capabilities. <i>Technology Innovation Management Review</i> , 9(11): 26-39.	Talent First Network (Carleton University) ISSN:1927-0321	Emerging Sources Citation Index (Web of Science) Scopus – Q3 Australia Business Deans Council (ABDC) <a href="http://doi.org/10.22215/timreview/1281">http://doi.org/10.22215/timreview/1281</a>
29	Falahat, M., Lee, Y. Y., Foo, Y. C., & Chia, C. E. (2019). A model for consumer trust in e-commerce. <i>Asian Academy of Management Journal</i> , 24, 93-109.	Asian Academy of Management & Penerbit Universiti Sains Malaysia ISSN: 2180-4184	Emerging Sources Citation Index (Web of Science) – Q4 Scopus – Q3 <a href="https://doi.org/10.21315/aamj2019.24.s2.7">https://doi.org/10.21315/aamj2019.24.s2.7</a>
30	Lee, Y. Y., Falahat, M., & Sia, B. K. (2019). Impact of Digitalization on the Speed of Internationalization. <i>International Business Research</i> , 12(4), 1-11.	Canadian Center of Science and Education ISSN: 1913-9004	Excellence in Research for Australia (ERA) Academic Journals Database, EBSCOhost, EconBiz ECONIS <a href="https://doi.org/10.5539/ibr.v12n4p1">https://doi.org/10.5539/ibr.v12n4p1</a>
31	Liew, Y. S., & Falahat, M. (2019). Factors influencing consumers' purchase intention towards online group buying in Malaysia. <i>International Journal of Electronic Marketing and Retailing</i> , 10(1), 60-77.	Elsevier ISSN: 1741-1025	Scopus – Q3 <a href="https://doi.org/10.1504/IJEMR.2019.096627">https://doi.org/10.1504/IJEMR.2019.096627</a>
32	Adeline Shu Tan, Mohammad Falahat, and Bik Kai Sia (2018). Perceived Consumption Values, Satisfaction and Loyalty in the Tourism: Case of Malaysia." <i>International Journal of Engineering &amp; Technology</i> 7, no. 3.21, 368-373.	Science Publishing Corporation Inc ISSN: 2227-524X	Scopus ProQuest (USA) <a href="https://doi.org/10.14419/ijet.v7i3.21.17188">https://doi.org/10.14419/ijet.v7i3.21.17188</a>
33	Falahat, M., Knight, G., & Alon, I. (2018). Orientations and capabilities of born global firms from emerging markets. <i>International Marketing Review</i> , 35 (6), 936-957.	Emerald Publishing ISSN:0265-1335	WOS-Q2 Social Sciences Citation Index (SSCI: 5.77) Scopus -Q1(Impact Factor: 7.2) <a href="https://doi.org/10.1108/IMR-01-2017-0021">https://doi.org/10.1108/IMR-01-2017-0021</a>
34	Falahat, M., Tehseen, S., & Van Horne, C. (2018). Entrepreneurial Innovativeness and Its Impact On SMEs' performances. <i>International Journal of Entrepreneurship</i> , 22(3), 1-9.	Allied Business Academies publishing ISSN: 1099-9264	Scopus ProQuest <a href="https://www.abacademies.org/articles/entrepreneurial-innovativeness-and-its-impact-on-smes-performances-7380.html">https://www.abacademies.org/articles/entrepreneurial-innovativeness-and-its-impact-on-smes-performances-7380.html</a>
35	Falahat, M., Chuan, C. S., & Kai, S. B. (2018). Brand loyalty and determinates of perceived quality and willingness to order. <i>Academy of Strategic Management Journal</i> , 17(4), 1-10.	Allied Business Academies publishing ISSN: 1544-1458	Scopus ProQuest <a href="https://www.abacademies.org/articles/brand-loyalty-and-determinates-of-perceived-quality-and-willingness-to-order-7417.html">https://www.abacademies.org/articles/brand-loyalty-and-determinates-of-perceived-quality-and-willingness-to-order-7417.html</a>
36	Falahat, M., Migin, M. W., Chuan, C. S., & Kai, S. B. (2017). Determinants of consumer impulse buying behaviour in context of footwear industry. <i>Advanced Science Letters</i> , 23(4), 3068-3070.	American Scientific Publishers ISSN:1936-6612	Scopus <a href="https://doi.org/10.1166/asl.2017.7655">https://doi.org/10.1166/asl.2017.7655</a>
37	Shue, C. M., & Falahat, M. (2017). An integrated model of perceived quality in the brand performance of higher education institution. <i>Advanced Science Letters</i> , 23(4), 3148-3150.	American Scientific ISSN:1936-6612	Scopus <a href="https://doi.org/10.1166/asl.2017.7680">https://doi.org/10.1166/asl.2017.7680</a>
38	Falahat, M., & Migin, M. W. (2017). Export performance of international new ventures in emerging market. <i>International Journal of Business and Globalisation</i> , 19(1), 111-125.	Inderscience ISSN: 1753-3627	Scopus - Q3 <a href="https://doi.org/10.1504/IJBG.2017.085119">https://doi.org/10.1504/IJBG.2017.085119</a>

39	Migin, M.W., & Falahat, M. (2016). Effect of Social Media Usage on University Students in an Emerging Country. <i>Turkish Online Journal of Educational Technology</i> , 15(4), pp 803-808.	Sakarya University ISSN: 1303 - 6521	Scopus - Q3
40	Falahat, M., Migin, M. W., Chuan, C. S., & Kong, P. F. (2015). Conceptualising the early and rapid internationalising firms. <i>Procedia-Social and Behavioral Sciences</i> , 211, 612-618.	Elsevier ISSN: 1877-0428	Scopus - Q3 <a href="https://doi.org/10.1016/j.sbspro.2015.11.080">https://doi.org/10.1016/j.sbspro.2015.11.080</a>
41	Migin, M. W., Falahat, M., & Khatibi, A. (2015). Conceptualizing the Decision Making Process of International Students in Higher Education. <i>International Journal of Business and Social Science</i> , 6(1).	Center for Promoting Ideas USA ISSN: 2219-1933	The Excellence in Research for Australia (ERA) <a href="https://www.ijbssnet.com/journal/index/3024">https://www.ijbssnet.com/journal/index/3024</a>
42	Yean Sien, L., & Falahat, M. (2015). Conceptualising Consumers' Purchase Intention Towards Online Group Buying. <i>International Journal of Electronic Marketing and Retailing</i> , 3(1), 47-55.	Inderscience ISSN:1741-1033	Scopus - Q3 <a href="https://doi.org/10.35609/gjbsr.2015.3.1(7)">https://doi.org/10.35609/gjbsr.2015.3.1(7)</a>
43	Migin, M. W., Falahat, M., Yajid, M. S. A., & Khatibi, A. (2015). Impacts of Institutional Characteristics on International Students' Choice of Private Higher Education Institutions in Malaysia. <i>Higher Education Studies</i> , 5(1), 31-42.	Canadian Center of Science and Education ISSN-1925-4741	Excellence in Research for Australia (ERA) <a href="http://dx.doi.org/10.5539/hes.v5n1p31">http://dx.doi.org/10.5539/hes.v5n1p31</a>
44	Falahat, M., Mohamad, O., & Migin, M. W. (2013). Born global firms in developing economies: the case of Malaysia. <i>Australian Journal of Basic and Applied Sciences</i> , 7(4), 586-594.	INSInet Publications ISSN 1991-8178	Excellence in Research for Australia (ERA) Scopus <a href="http://www.ajbasweb.com/old/ajbas/2013/March/586-594.pdf">http://www.ajbasweb.com/old/ajbas/2013/March/586-594.pdf</a>

#### RESEARCH PROJECT

1	Factors Influencing Malaysian SMEs to go for early Internationalization. UTAR Research Fund ( <i>UTARRF</i> ), February 2014 - January 2015, Project Leader. Amount = RM 6,500.00
2	Medical Tourists: Perceived Risks and Their Intention to Revisit Malaysia, UTAR Research Fund ( <i>UTARRF</i> ), August 2015 - July 2016, Amount = RM 41,500.00
3	The Impact of ASEAN Economic Community (AEC) on the Malaysia Economy, <i>Centre for Strategic Engagement (CENSE)</i> , September 2015 - August 2016. Project Leader, Amount =RM 50,000.00
4	Comprehend the business activities of Singaporean SMEs in Iskandar Malaysia and to uncover their perception on the future growth in developing a long-term strategy on the future of manufacturing and services industries in the region. Project Leader. <i>Centre for Strategic Engagement (CENSE)</i> , October 2015 - September 2016, Amount= RM 20,000.00
5	Market Assessment and Business Analysis: Hardware Retailers in Klang Valley, Malaysia, <i>Newell Rubbermaid (M) Sdn Bhd</i> , Project Leader. February 2016 - January 2017, Amount = RM 20,000.00
6	Efficient and Sustainable Management of Non-Revenue Water Through Near Real-Time Monitoring Utilising Fiber Laser Based Acoustic Sensors and Conventional Instrumentation System Coupled with Data Analytics Processes, Ministry of Higher Education (MOHE), <i>Trans Disciplinary Research Grant Scheme (TRGS)</i> , December 2016 - November 2019, Amount = RM 518,000.00
7	Developing A Model for Rapid Internationalization of Young SME Exporters, Ministry of Higher Education (MOHE), Fundamental Research Grant Scheme (FRGS), August 2017 - August 2019. Project Leader. Amount = RM 59,784.00
8	Study on The Interaction Between Language Industry and Economic Development in China-ASEAN Free Trade Area, <i>GUANGXI RESEARCH CENTRE FOR (ASEAN) FIANCE AND ECONOMICS</i> , December 2016 - May 2017. Amount =RM 15,000.00
9	A Study on Aesthetic Medicine Market, <i>CENTRE FOR STRATEGIC ENGAGEMENT (CENSE)</i> , September 2017 - August 2018. Amount= RM 3,000.00
10	A Preliminary Study on The Belt and Road (Also Known as One Belt One Road) Issues in Malaysia, <i>MCA BELT AND ROAD CENTRE</i> , July 2017 - September 2018. Amount= RM 6,000.00
11	The Internationalisation of Malaysian SMEs: The Critical Factors Associated to The Accelerated Export, <i>UTARRF</i> , Project Leader. December 2018 - December 2019. Amount = RM 1,280.00
12	A Study on Corporate Involvement in Creating Employees' Awareness and Readiness Towards Retirement Planning, <i>PRIVATE PENSION ADMINISTRATOR MALAYSIA (PPA)</i> , June 2019 - July 2020. Project Leader. Amount= RM 19,000.00
13	The Impact of Digital Free Trade Zone (DFTZ) In Facilitating Small Medium Enterprises (SMEs) To Go Global: Challenges and Opportunities, <i>TUNKU ABDUL RAHMAN UNIVERSITY COLLEGE (TAR UC)</i> , April 2020 - March 2021, Project Leader. Amount=RM 14,700.00

14	Big Data Analytics (BDA) capability model for SMEs: Post Covid-19, MASA Policy Development Programme (MPDP) Research Grant, Feb 2022 – July 2022, Project Leader. Amount RM 10,000.00
15	A framework for investigating Big Data Analytics (BDA) capability and SMEs Business Performance: Post Covid-19, UTAR Research Fund ( <i>UTARRF</i> ), July 2022 - June 2023, Project Leader. Amount = RM RM36,375.00
16	Does A Firm with a Better ESG Performance have a Better ESG Disclosure, University Malaya Research Grant Amount, Apr-2023 - Nov-2024, Co-Principal Investigator, Amount = RM 5000
17	Nexus between AI and Academia of World Class Universities: An Exploratory Study on Chat-GPT and State Universities in Indonesia, 6th February 2023 until 31 December 2025, Co-Principal Investigator, Amount = Indonesian Rupiah (IDR 80,065,000)
18	Title: Developing a Model for Enhancing Competitive Advantage in SMEs through Artificial Intelligence-Driven Innovation, Grant: FRGS/1/2024/SS01/APU/01/2, Funding: Approved RM82,200, Funder: Ministry of Higher Education, Malaysia, Year: 2024-2026
<b>INTERNATIONAL REFEREED CONFERENCE</b>	
1	Falahat NejadMahani Mohammad, Douglas L. Johansen, Osman Mohamad , Born Globals Among the Malaysian SMEs: Mediating Effect of Marketing Competencies on Foreign Market Performance, Institutions and Emerging Markets, Florida Atlantic University, Fort Lauderdale, 31 October 2012-2 November 2012
2	Falahat NejadMahani Mohammad , Characteristics, Behavior, and Marketing Capability in the Performance of Born Globals: A Case Study of a Malaysian Firm, 9th Annual World Congress, Ajman University of Science and Technology (AUST), UAE, Dubai, Ajman University of Science and Technology (AUST), UAE, Dubai, 19-21 March 2012
3	Falahat NejadMahani Mohammad, Osman Mohammad , Marketing Competencies and Performance of Born Global Firms: A Preliminary Findings., International Management Development Association (IMDA), Twenty First Annual World Business Congress, Helsinki, Finland, Helsinki, Finland, 4-8 July 2012
4	Melissa W. Migin, Mohammad Falahat NejadMahani (Dr.), Ali Khatibi (Prof) , Institutions And Private Higher Education In Decision Of Foreign Students, Innovation, Institutions and Emerging Markets, Georgia Tech, Scheller College of Business. USA, 25-27 October 2013
5	Mohammad Falahat, International Market Orientation and Export Performance in Emerging Market:An Investigation of Malaysian?s SMEs, AIB-Midwest conference, Winona State University, Chicago, USA, 10 December 2013-26 March 2014
6	Melissa Migin, Mohammad Falahat, Ali Khatibi , Understanding the Drivers of Student Choice for Higher Education: Evidence from Malaysia, Business and Entrepreneurship Development in a Globalized Era, Asian Institute of Technology (Thailand), 10 June 2013
7	Mohammad Falahat, Berna Mutlu, Melissa W. Migin, Contribution of External Resources in the performance of Small Entrepreneurial firms in Emerging Market, Inovation, Institutions and Emerging Markets, Georgia Tech, Scheller College of Business,USA, 25-27 October 2013
8	Mohammad Falahat, Ong Seng Fook., Kevin Low Lock Teng., Ng Kean Kok , Business Strategies and International Performance of young entrepreneurial firms, Sustainability, Institutions, and Internationalization in Emerging Markets, Miami, Florida, USA, 23-25 October 2014
9	Melissa Migin, Mohammad Falahat, Impulse Buying in the context of Women's Footwear Industry, Sustainability, Institutions, and Internationalization in Emerging Markets, Miami, Florida, USA, 23-25 October 2014
10	Mohammad Falahat, Melissa Migin, Lim, Y. M. , Determinants of International New Ventures? Export Performance in the context of emerging markets, International Trade, Supply Chains and Emerging Market, Savannah, Georgia, USA, 12-14 November 2015
11	Melissa Migin., Mohammad Falahat, Ahmadi, N., Determinants of Retailer?s Loyalty in context of Malaysian Mall, International Trade, Supply Chains and Emerging Market, Savannah, Georgia, USA, 12-14 November 2015
12	Mohammad Falahat., Melissa Migin., Chong, S. C., Phang, F. K. , Conceptualising the Early and Rapid Internationalising Firms, 2nd Global Conference on Business & Social Sciences(Scopus/A-Category), ASTON Denpasar Hotel & Convention Centre, Bali, Indonesia, 17-18 September 2015
13	Liew, Y. S., Mohammad Falahat., Conceptualising Consumers? Purchase Intention towards Online Group Buying, 2nd Global Conference on Business & Social Sciences(Scopus/A-Category), ASTON Denpasar Hotel & Convention Centre, Bali, Indonesia, 17-18 September 2015
14	Chen, L. W., Mohammad Falahat., Chong, S. C., Kevin Low, L. T., Sia, B. K , Emotional Intelligence and Learner's Origin Among Undergraduate Students, International Conference on Business, Management, Tourism and Hospitality 2015 (BIZMATOUR 2015), Swiss-Garden Hotel & Residences Malacca, Malaysia, 12-14 May 2015 (ISBN: 1936-6612/2011/4/)
15	Chua, M. S, Mohammad Falahat, Integrated Model of Perceived Quality in the Brand Performance of Higher Education Institution, International Conference on Social Sciences and Humanities (SOSHUM'2016), Promenade Hotel, Kota Kinabalu, 19-21 April 2016 (ISBN: 1570260952)
16	Mohammad Falahat, Melissa Migin, Chong, S. C, Sia, B. K , Determinants of Consumer Impulse Buying Behaviour in Context of Footwear Industry, International Conference on Social Sciences and Humanities (SOSHUM'2016), Promenade Hotel, Kota Kinabalu, 19-21 April 2016 (ISBN: 1570255097)

17	Muhammad Shamshinor Bin Abdul Azzis, Muhammad Wazir Bin Muslat, Mohammad Falahat , Investigating Poverty using Prihatin (Caring) Selangor Survey: An Application on Kuala Selangor's Households, Business and Social Sciences Research Conference, University of London, UK, 11-13 April 2016 (ISBN: 978-1-925488-03-6)
18	Tan Shu Wan, Sia, Bik. Kai, Mohammad Falahat, Perceived Consumption Values, Satisfaction and Loyalty In The Tourism: Case of Malaysia, Asia International Multidisciplinary Conference 2017, Pulau Spring Resort, Skudai, Johor Bahru, 1-2 May 2017 (ISBN: AIMC-2017)
19	Mohammad Falahat, Chong S.Ch, Sia B.K, Lim Yee Wui, Factors influencing Brand Loyalty in Hardware Retailers, International Symposium on Applied Structural Equation Modeling (SASEM2017), Hilton Kuching, 10-14 October 2017 (ISSN: 030-13-18).
20	Melissa Migin, Mohammad Falahat, Abdullah Sarwar, Sustainability and Loyalty in Private Higher Education Institutions, International Symposium on Applied Structural Equation Modeling (SASEM2017), Hilton Kuching, 10-14 October 2017 (ISSN: 13-180220).
21	Mohammad Falahat, Shehnaz Tehseen, Constance Van Horne, Entrepreneurial Innovativeness for SMEs? Performances among Wholesalers and Retailers, 2nd ASIA International Multidisciplinary Conference (AIMC 2018), UTM, Johor Bahru, Malaysia, 12-13 May 2018 (ISSN: EBM-986).
22	Mohammad Falahat, Ramayah Thurasamy, Zizah Che Senik, Strategic Capabilities for Rapid Internationalization: Conceptualization and Measurement, International Business Information Management Conference (31st IBIMA), Milan, Italy, 25-26 April 2018 (ISSN: 978-0-999).
23	Foo Yi Cheng, Chia Chee En, Mohammad Falahat, A Model for Consumer trust in E-Commerce, World Academy of Islamic Management (WAIM), Universiti Kuala Lumpur, Malaysia, 12-12 May 2018 (ISSN: 137/2018).
24	Gee Siew Kit, Liew Chin Min, Mohammad Falahat, Employees' Turnover Intention in The Banking Industry, World Academy of Islamic Management (WAIM), UniKL Business School, 12-12 May 2018 (ISSN: 36/2018).
25	Mohammad Falahat, Melissa Migin, Analysing the influence of Corporate Social Responsibility on the Perfoamcne of MNCs., 2nd International Multidisciplinary Conference (AIMC 2018), Faculty of Management, Universiti Teknologi Malaysia, Johor Bahru, Malaysia, 12-13 May 2018 (ISSN: EBM-996).
26	Yan-Yin Lee, Mohammad Falahat, Bik-Kai Sia, SME Digitalization: The Accelerator to International Business, 33 <sup>rd</sup> International Business Information Management Association (IBIMA) Conference, Granada, Spain, 10-11 April 2019 (ISSN: 1947-3788).
27	Lu Jin., Cheah, P.K., Mohammad Falahat. (2023). A Conceptual Model for Servant Leadership and Organizational Citizenship Behavior. In: Alareeni, B., Hamdan, A., Khamis, R., Khoury, R.E. (eds) Digitalisation: Opportunities and Challenges for Business. ICBT 2022. Lecture Notes in Networks and Systems, vol 620. Springer, Cham. <a href="https://doi.org/10.1007/978-3-031-26953-0_29">https://doi.org/10.1007/978-3-031-26953-0_29</a> (ISBN: 978-3-031-26953-0)
28	Mohammad Falahat, Arumugam G Sithamparam, Nor Azrul Mohd Zin, Ng Kok Meng., Influence of Individual Entrepreneurial Orientation on Cyberpreneurship in the Context of Digital Free Trade Zone, Asian Society for Innovation and Policy - 13th Annual Conference, Asia Pacific University of Technology & Innovation, Malaysia, 22-23 September 2023.
29	Lian, S.B., Falahat, M., Tee, P. K (2023 ), Cryptocurrency Adoption in the Developing Countries: Effects on Consumer Trust and Continuance Intention to Adopt, International Conference of Global Economic Turmoil: Transformation & Business Recovery Process, NITTE Meenakshi Institute of Technology, India. ( <b>Best Paper Award</b> )
30	Al Hyasat, O., & Falahat, M. (2024, May 25-26). The Strategic Impact of Cybersecurity on Information System Effectiveness: Conceptual Paper. In The 7th International Conference on Multi-Disciplinary Research Studies and Education (ICMDRSE-2024). Kuala Lumpur, Malaysia: Institute For Educational Research and Publication (IFERP), Malaysia.

#### CONSULTANCY

1	A study on Malaysian Property Makers, Issues and challenges during COVID-19: Perceptions of Property Agents.  Malaysia Institute of Estate Agents (MIEA), Property Market Survey for Primary and Secondary market, 2021-05-17- , 2021-07-25, Project Leader. Amount Involved =10,000.00
2	Trainer for 'Workshop on PLS-SEM Path Modelling  Organizer: UTAR Centre for Corporate and Community Development, / Participants: General public, Academics, Postgraduate students/ Sole Trainer, 2021-10-02 - 2021-10-09 (6 Hours), Amount Received=RM1,500.00
3	Trainer for 'Workshop on PLS-SEM Path Modelling  / Organizer: UTAR Centre for Corporate and Community Development, / Participants: General public, Academics, Postgraduate students/ Sole Trainer, 2021-04-17 - 2021-04-24 (6 Hours), Amount Received=RM1,500.00
4	Trainer for 'Workshop on PLS-SEM Path Modelling  Organizer: MMU University – Faculty of creative multimedia/Participants: Academics, Postgraduate students / Sole Trainer, 2020-05-21 - 2020-05-28 (7 Hours), Amount Received =RM1,000.00
5	Trainer for 'Workshop on PLS-SEM Path Modelling  Organizer: UTAR Centre for Corporate and Community Development, / Participants: General public, Academics, Postgraduate students/ Sole Trainer, 2020-08-15 - 2020-08-22 (6 Hours), Amount Involved=RM1,300.00

6	Speaker for 'Data Analytics: A brief overview on methodology and second generation of Quantitative Approach' School of Science and Engineering, Manipal International University, 2019-03-06
7	A Study on the Productivity Impact of the Electrical and Electronic Industry in Malaysia/ Objective: To assess and evaluate the value creation of MNCs to the Malaysian economy. Funding Body: Malaysia Productivity Cooperation (MPC), 19/03/2018-23/09/2018, Amount Involved=RM197,326.42
8	Data Analysis of Private Retirement Scheme 2019 Funding Body: Private Pension Administrator Malaysia(PPA), 11/05/2019- 09/07/2019, Project Leader. Amount Involved =RM6,800.00
9	Consumer Survey for Johor Bahru City Funding Body: Square Savills (Malaysia) Sdn Bhd, 20/05/2019, Project Leader , Amount Involved= RM50,000.00
10	Speaker for 'Data Analytics: A brief Overview on Methodology and the 2nd Generation of Quantitative Research (SEM PLS)' TAR University College, 2018-03-06
11	A Study of Shopping Behavior Patterns and Footfall in Kish Island KISH Development International Investment & Consulting Services Co., 2018-02-05- 2018-06-05, Project Leader, Amount Involved= RM10,000.00
12	A Study on the Issues and Perspectives towards National Development in Peninsular Malaysia 2018 Funding Body: Centre for Strategic Engagement Sdn Bhd, 2018-01-30-2019-07-30, Amount Involved=RM65,000.00
13	Reviewer for SAGE Publishing's Text Book entitled 'Understanding Global Entrepreneurship and Innovation' for SAGE Publishing, 2018-04-30-2018-05-12, Amount Involved=RM1,000.00
14	Trainer for 'Conceptual Foundation on Partial Least Squares Structural Equation Modeling (PLS-SEM)' (Sungai Long Campus) Organizer: UTAR Centre for Extension Education, / Participants: General public, Academics, Postgraduate students/ Sole Trainer, 2018-05-21, Amount Involved=RM1,000.00
15	A Study of Consumer Behavior and Shopping Patterns at <i>Semua House</i> Funding Body: Funding Body: Savills (Malaysia) Sdn Bhd, 2018-10-01, 2018-12-31, Project Leader. Amount Involved=RM75,000.00
16	Trainer for 'Conceptual Foundation on Partial Least Squares Structural Equation Modelling (PLS-SEM), Sg Long Organizer: UTAR Centre for Extension Education, / Participants: General public, Academics, Postgraduate students/ Sole Trainer, 05/2018, Amount Received=RM1,000.00
17	A Study on the Issues and Perspectives towards National Development in Peninsular Malaysia 2018 Funding Body: Centre for Strategic Engagement Sdn Bhd, 01/2018-04/2018, Amount Involved=RM65,000.00
18	Trainer for 'Conceptual Foundation on Partial Least Squares structural Equation Modelling (PLS-SEM)' Organizer: UTAR Centre for Extension Education, / Participants: General public, Academics, Postgraduate students/ Sole Trainer, 05/2017, Amount Involved=RM1,000.00
19	A Study on the Issues and Perspectives Towards National Development in Selangor 2017 Funding Body: Centre for Strategic Engagement Sdn Bhd, 03/2017-07/2017, Amount Involved=RM20,000.00
20	A study on the Issues and Perspectives Towards National Development in Negeri Sembilan 2017 Funding Body: Centre for Strategic Engagement Sdn Bhd, 04/2017-08/2017, Amount Involved=RM20,000.00
21	Trainer for 'PLS-SEM Modeling with SMARTP 3.0 (Advanced Level) Organizer: UTAR Centre for Extension Education, / Participants: General public, Academics, Postgraduate students/ Sole Trainer, 09/2017 (2 DAYS), Amount Involved=RM2,000.00
22	A Study on PLUS Expressway Users at Seremban R&R (South Bound) Funding Body: Savills (Malaysia) Sdn Bhd, 08/2017-10/2017, Project Leader Amount Involved=RM2,000.00
23	Trainer for 'UTAR URS for Arts and Social Science' (Sungai Long Campus) Organizer: UTAR Centre for Extension Education, / Participants: General public, Academics, Postgraduate students/ Sole Trainer, 11/2017 (2 DAYS), Amount Involved=1,600.00

24	Business Advisor for Financial Services Solutions Funding Body: Deloitte London, 12/2017-12/2018, Amount Involved=6,100.00
25	Survey on Residents' Perception of a Shopping Mall at South Klang Valley Funding Body: Savills (Malaysia) Sdn Bhd, 02/2017-04/2017, Project Leader Amount Involved=RM65,000.00
26	Poverty Rate Study by Selangor Government (Kajian Kadar Kemiskinan) Funding Body: Unit Perancang Ekonomi Negeri (UPEN) Selangor, 3/2015-3/2016, Amount Involved=RM171,050.00
27	Assessing Customer Behavior at City Square Funding Body: Savills (Malaysia) Sdn Bhd, 5/2016-8/2016, Project leader, Amount Involved=RM60,000.00
28	Studies and Data Analysis of Kupikupi Station Listener Funding Body: Centre for Strategic Engagement (CENSE), 5/2016- 8/2016, Amount Involved=RM2,500.00
29	A Study on the Issues and Perspectives towards National Development in Selangor 2016 Funding Body: Centre for Strategic Engagement (CENSE), 6/2016-8/2016, Amount Involved=RM5,000.00
30	Competitor Benchmarking Framework Funding Body: Global Entrepreneur Xchange, 29/5/ 2025- 19/6/2025, Amount Involved=RM 10,500.00

**SUPERVISION OF POSTGRADUATE STUDENTS**

No	Name of Student	Degree	Name of Institution	Start	Completed Date (if applicable)	Role(Main Supervisor / Co-Supervisor)	Status of Student Progress
1	Yong Yuen Choy	PhD	UTAR	01/02/2022	01/02/2026	Main Supervisor	In Progress
2	Lu Jin	PhD	UTAR	13/12/2021	13/12/2024	Co Supervisor	Completed
3	Li Qinyin	PhD	UTAR	28/05/2021	28/05/2025	Main Supervisor	In Progress
4	Tan Siok inn	PhD	UTAR	28/05/2021	28/05/2025	Main Supervisor	In Progress
5	Lee Yan Yin	Master of Philosophy	UTAR	01/11/2017	01/04/2020	Main Supervisor	Completed
6	Adeline Tan Shu Wan	Master of Philosophy	UTAR	01/11/2017	01/04/2020	Main Supervisor	Completed
7	Low Chin Kian	PhD	UTAR	01/07/2016	On going	Main Supervisor	Completed
8	Aziza Alimova	PhD	APU	3/7/2022	01/10/2025	Main Supervisor	Completed
9	Oraib Al Hyasat	PhD	APU	3/7/2023	On going	Main Supervisor	In Progress
10	Nurul Ashiqin Binti Shamsuri	PhD	APU	05/9/2023	On going	Main Supervisor	In Progress
11	Shailaja Kumar A/P Kumar	DBA	APU	01/9/2023	On going	Main Supervisor	In Progress
12	Jamila Fadhal Karim Abdul Karim Al Bulushi	PhD	APU	05/12/2023	On going	Main Supervisor	In Progress

**SUPERVISION OF UNDERGRADUATE STUDENTS**

No	Title of Project (academic year)	Role	Names of Students
1	Critical Success Factors and Challenges for Product Development: A Case Study Approach (May 2022)	Sole supervisor	Liew Cindy
2	Determinate the acceptance of Malaysian toward virtual currency: Using Cryptocurrency as a cashless payment method (Jan 2022)	Sole supervisor	Tan Poi Yee
3	The impact of international orientations on exporting performance of SMEs inMalaysia (May 2020)	Sole supervisor	Mandy Low Huilin

4	Motivational Factors Towards Internationalization of SMEs (May 2020)	Sole supervisor	Lee Qiu Xuan
5	The Impact of Psychological Characteristics of Entrepreneurs on Entrepreneurial Intention and Internationalization (May 2020)	Sole supervisor	Tan Jie Ling
6	Malaysian Consumer Purchase Intention Towards Online Group BUYING(OGB) DURING COVID-19 (Oct 2020)	Sole supervisor	Weng Yin Chan
7	Service Quality Dimension Influences Customer Satisfaction Inmalaysian Banking Industry (Oct 2020)	Sole supervisor	Chong Wei Hau
8	Entrepreneur Behavioral in Discovering Business Opportunity (Oct 2020)	Sole supervisor	Yap Hua Cong
9	What Drives International Entrepreneurial Firm to Expand Overseas in Context of Malaysia (Oct 2019)	Sole supervisor	Nageviwaysini Ravi Shankar
10	Internal And External Drivers Of Information Technology Based Born Global Firms In Rapid Internationalization: A Case Study Approach (Oct 2019)	Sole supervisor	Sharmila Devi A/P Vasu
11	Key Success Factor and Challenges that Affect SMEs Moving toward internationalization (Oct 2018)	Sole Supervisor	Kam Mei Jeng & Leong Yu Kang
12	Determinants of organizational capabilities towards the business performance of SME's in Malaysia (Oct 2018)	Sole supervisor	Kaswini Selvarajoo & Pavitra Chandran

#### TEACHING DUTIES

No	Subject Taught / Subject Level	Postgraduate	Professional	Bachelor
1	International Business	√		√
2	Entrepreneurship	√		√
3	Strategic Management			√
4	Project Management			√
5	Principles of International Business			√
6	International Marketing	√		
7	Principles of Marketing			√
8	Business and Society			√
9	International Management			√
10	Research methodology	√		√
11	Business Research	√		√
12	Data Analytics (PLS-SEM)	√	√	√
13	E-Business Procurement			√
14	Advanced Marketing Intelligence and Research	√		

#### SERVICE TO THE UNIVERSITY/ FACULTY/ DEPARTMENT

No	Description of Role	Role	Date / Duration
1	Faculty Research & Development and Postgraduate Committee (FRDPC)	Member of Committee	01/01/2014 - Present
2	Centre for Sustainable Development and Corporate Social Responsibility in Business (CSDCSR)	Chairperson of Research Centre	15/04/2013- 01/01/2021
3	UTAR (Entrepreneurship/Commercialisation/Monetisation of Asset) for the development of UTAR 10-Year Strategic Plan (2023-2032)	Head of Subgroup	16/12/2020-31/12/2022
4	Centre for Entrepreneurial Sustainability	Chairperson of Research Centre	01/01/2021-31/12/2022
5	UTAR Entrepreneurship Development Expert Panel	Chairperson of the committee	01/01/2021- 31/12/2022
6	UTAR (Research & Development) for the preparation of the UTAR 10-Year Strategic Plan (2013-2022)	Member of Committee	12/02/2021- 31/12/2022
7	APU Research Development Internal Grant (RDIG) Committee	Member of Committee	1/06/2023 – 30/ 11/2024

#### PROFESSIONAL MEMBERSHIP / CERTIFICATION / MEMBERSHIP IN ASSOCIATIONS

No	Name of Organization /Association	Role / Membership No:	Date / Duration
1	International Institute of Business Analysis	Associate Member /50610877	02/05/2022- 31/05/2023

2	Academy of International Business (AIB)	Associate Member / 35701-118992	Since 2011- Present
3	Partial Least Squares Structural Equation Modelling (PLS-SEM)-Advanced	Certified PLS-SEM trained under Professor Joseph Hair University of South Alabama, USA	22 <sup>nd</sup> of January 2018
4	Partial Least Squares Structural Equation Modelling (PLS-SEM)	Certified PLS-SEM trained under Professor Joseph Hair University of South Alabama, USA	5 <sup>th</sup> of September 2015
5	Pembangunan Sumber Manusia Berhad (PSMB)	Certified Trainer (Train the Trainer) / TTT/10467	23 <sup>rd</sup> May 2014- Present
6	University of Colorado Denver, USA	Certified Faculty Development in International Entrepreneurship Program	1 <sup>st</sup> June 2012- Present
<b>EXTERNAL SERVICE TO THE COMMUNITY/ SOCIETY / NATION</b>			
<i>No</i>	<i>Name of Organization /Association</i>	<i>Role</i>	<i>Date / Duration</i>
1	The Park Sky Residence & The Park Signature Shop Offices at Pavilion Bukit Jalil City	Chairman of the Committee for Joint Management Corporation (JMC)	Since 26/08/2021
2	Savanna 1&2 Condominiums, Bukit Jalil	Member of Committee for Joint Management Corporation (JMC)	12/12/2020 -20/12/2021
<b>EXTERNAL SERVICES TO PROFESSION/DISCIPLINE</b>			
1	Associate Editor of <b>RAE-Revista de Administração de Empresas (Journal of Business Management)</b> , Indexed in SSCI and Scopus. Publisher: FGV's Sao Paulo School of Business Administration		
2	Editorial Board for <b>Journal for Global Business Advancement, Inderscience Publishers, Scopus</b>		
3	Editorial Board for <b>Middle East Journal of Management, Inderscience Publishers, WOS Emerging Sources Citation Index</b>		
4	Editorial Board for <b>Technology Innovation Management Review</b> , Carleton University in Ottawa, Canada, <b>WOS: Emerging Sources Citation, Scopus</b>		
5	Editorial Board for <b>Elk Asia Pacific Journal of Marketing and Retail Management</b>		
6	Editorial Board for <b>Asian Journal of Knowledge Management (AJKM)</b>		
7	International Committee Board, 35th IBIMA International Conference (WOS and Scopus), 1-2 April 2020, Seville, Spain		
8	International Committee Board and Session Chair, 34th IBIMA Conference (WOS and Scopus): 13-14 November 2019, Madrid, Spain		
9	International Committee Board, 33rd IBIMA International Conference (WOS and Scopus), Granada, Spain 2019		
10	Session Chair: Session W2.3: Research in SME and Project Management, 33rd IBIMA International Business Information Management Association Conference (WOS and Scopus), Granada, Spain		
11	Guest Editor, Special Issue " <b>Emerging Market Firm Internationalization</b> ", Sustainability. indexed in Web of Science (SSCI- Impact Factor 3.89, Scopus). <a href="https://www.mdpi.com/journal/sustainability/special_issues/USY481BB13">https://www.mdpi.com/journal/sustainability/special_issues/USY481BB13</a>		
12	Advisory Editorial Board member, Journal of Open Innovation: Technology, Market, and Complexity (JOItmC) (ISSN 2199-8531), Elsevier, Indexed in Scopus (Impact Factor 7.5, Q1 Scopus).		
13	Editorial Board for <b>Journal for International Business and Entrepreneurship Development (JIBED), Inderscience Publishers, Scopus</b>		
14	Advisory Board Member at American Council on Management and Information Technology, 15 March 2024- 14 March 2026		
<b>REVIEWER FOR SELECTED JOURNALS (WOS /SCOPUS)</b>			
1	International Journal of Emerging Markets		
2	Journal of East-West Business		
3	Academy of International Business Annual Conference		
4	Iranian Journal of Management Studies		
5	SAGE Open		

6	International Journal of Electronic Marketing and Retailing
7	AIB US-Southeast Chapter Annual Conference
8	Entrepreneurship Research Journal
9	Digital Policy, Regulation and Governance
10	International Journal of Productivity and Performance Management
11	Journal of Small Business Management
12	Journal of Hospitality and Tourism Technology
13	Middle East Journal of Management
14	IEEE Access
15	IBIMA Conference
16	Sustainability
17	Revista de Administracao de Empresas (RAE)

**DATA ANALYTICS SOFTWARE SKILLS**

1	➤ PLS-SEM	✓ Expert
2	➤ SPSS	✓ Expert

